


## CERTIFICATE OF VERIFICATION

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hereby state that to the best of my knowledge and belief,  
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[Title of the Invention]

GUIDANCE INFORMATION DISTRIBUTION SYSTEM, MEDIUM,  
AND INFORMATION SET

[Scope of Claims]

[Claim1] A guidance information distribution system  
comprising:

a mobile info-communication terminal for carrying  
out info-communications through a telephone network; and

a guidance apparatus of distributing first guidance  
information to said mobile info-communication terminal;  
wherein

when said mobile info-communication terminal makes  
a telephone call to a predetermined telephone number,

said guidance apparatus sends back said first guidance  
information by e-mail to said mobile info-communication  
terminal.

[Claim2] A guidance information distribution system  
according to Claim 1 wherein:

there are a plurality of said predetermined telephone  
numbers; and

said mobile info-communication terminal selects  
desired said first guidance information by selecting a  
telephone number to which a telephone call is made among  
said plurality of telephone numbers.

[Claim3] A guidance information distribution system according to Claim 1 or 2 wherein:

said mobile info-communication terminal can be connected to the Internet; and

said first guidance information describes the address used for accessing said Internet information providing site which provides information on a predetermined item.

[Claim4] A guidance information distribution system according to Claim 3, wherein

said first guidance information is in a hierarchical form, and wherein

when there are a plurality of predetermined telephone numbers:

each of said plurality of predetermined telephone numbers is corresponded to each of said hierarchical first guidance information items;

a portion of said first guidance information describes said predetermined telephone number used for obtaining said first guidance information in the lower hierarchy; and

the other portion of said first guidance information describes the address used for accessing said Internet information providing site.

[Claim5] A guidance information distribution system according to Claim 1 or 2, wherein said first guidance information describes information on a predetermined item.

[Claim 6] A guidance information distribution system according to Claim 2, wherein all or part of said first guidance information describes all or part of said plurality of telephone numbers.

[Claim 7] A guidance information distribution system according to Claim 6 wherein:

said first guidance information is in a hierarchical form;

each of said plurality of predetermined telephone numbers is corresponded to each of said hierarchical first guidance information items;

a portion of said first guidance information describes said predetermined telephone number used for obtaining said first guidance information in the lower hierarchy; and

the other portion of said first guidance information describes information on a predetermined item.

[Claim 8] A guidance information distribution system according to Claim 1 or 2 further comprising, a guidance server that provides said mobile info-communication terminal via the Internet with the address of said Internet information providing site providing information on a predetermined item, as second guidance information, wherein:

said mobile info-communication terminal can be connected to the Internet;

said first guidance information describes the address used for accessing said guidance server;

said mobile info-communication terminal access said guidance server on the basis of said first guidance information; and

said second guidance information is provided from said guidance server to said mobile info-communication terminal.

[Claim 9] A guidance information distribution system according to Claim 8, wherein said second guidance information is provided to said mobile info-communication terminal by e-mail.

[Claim 10] A guidance information distribution system according to Claim 8, wherein said second guidance information is provided to said mobile info-communication terminal by Web page.

[Claim 11] A guidance information distribution system according to any one of Claims 8-10, wherein said first guidance information and/or said second guidance information are in a hierarchical form.

[Claim 12] A guidance information distribution system according to any one of Claims 1, 2, 3, 5, and 8-11, wherein:

said guidance apparatus sends a voice guidance message when said mobile info-communication terminal makes a telephone call to said predetermined telephone number; and



said mobile info-communication terminal selects desired first guidance information according to said voice guidance message.

[Claim 13] A guidance information distribution system according to any one of Claims 1-12, wherein:

said guidance apparatus acquires the telephone number of said mobile info-communication terminal on the basis of said telephone call from said mobile info-communication terminal according to number notifying service; and

an e-mail address of said mobile info-communication terminal is obtained from said acquired telephone number.

[Claim 14] A guidance information distribution system according to Claim 13, wherein when an e-mail address of said mobile telephone terminal is determined according to a predetermined rule which is determined in advance on a basis of a telephone number of said mobile telephone terminal.

[Claim 15] A guidance information distribution system according to Claim 13, wherein:

said guidance apparatus has a correspondence table which associates said telephone numbers of said mobile telephone terminals with said e-mail addresses; and

said guidance apparatus obtains an e-mail address of said mobile telephone terminal from an acquired telephone number using said correspondence table.

[Claim 16] A computer-processable medium carrying a program and/or data for causing a computer to execute all or part of the function of all or part of said means of said guidance information distribution system according to any one of Claims 1-15.

[Claim 17] An information set composed of a program and/or data for causing a computer to execute all or part of the function of all or part of said means of said guidance information distribution system according to any one of Claims 1-15.

[Detailed Description of the Invention]

[0001]

[Technical Field of the Invention]

The present invention relates to: a guidance information distribution system for distributing information to a portable telephone terminal; a medium; and an information set.

[0002]

[Prior Art]

The use of portable telephones has spread widely in recent years. The services available in portable telephone terminals include: ordinary voice communications; transmission and reception of e-mails; and connection to the Internet in order to access Internet Web pages prepared

in HDML, compact HTML, or the like.

[0003]

Even in the outside of the home or office, a user can input a URL (uniform resource locator) in a portable telephone terminal in order to access an Internet Web page. The Web page is then displayed on the display of the portable telephone terminal. For example, when inputting an appropriate URL and thereby accessing a Web page providing bargain sale information, one can obtain the bargain sale information even in the outside of the home.

[0004]

As such, by virtue of a portable telephone terminal, a user can access Internet Web pages and thereby obtain necessary information even in the outside of the home or office.

[0005]

[Problems to be Solved by the Invention]

When a user desires to obtain bargain sale information, but does not know the URL of a Web page providing the bargain sale information, the user cannot obtain the bargain sale information. That is, when the URL of a Web page providing desired information is not known, the desired information cannot be obtained.

[0006]

Even in the cases other than Web pages, when certain

information is desired to obtain, but when the method to obtain the information is not known, the desired information is difficult to obtain.

[0007]

That is, there has been the problem (a first problem) that when certain information is desired to obtain via a mobile info-communication terminal such as a portable telephone terminal, but when the method to obtain the information is not known, the desired information is difficult and laborious to obtain.

[0008]

A mobile info-communication terminal, such as a portable telephone terminal, is provided with a menu prepared by a telecommunications company. Thus, even when the URL of a Web page providing desired information is not known, the hierarchy of the menu can be traced to a Web page providing the desired information in some cases. Nevertheless, the search for the desired information is laborious, and the desired information is not always found.

[0009]

Further, in case that an information distributing company or the like desires the guide of the information distributing company's Web page to be incorporated into the menu provided by the telecommunications company, the information distributing company needs to request the

telecommunications company for the incorporation and await the order of processing, since the menu is managed solely by the telecommunications company. Thus, it takes substantially long time for the guide of the information distributing company's Web page to be incorporated into the menu. Further, in some cases, the incorporation is not in the desired manner.

[0010]

Further, when information on the Umeda area in Osaka is desired to obtain in the menu provided by a telecommunications company, the hierarchy of the menu needs to be searched and thereby traced to the information on the Umeda area in Osaka. As such, area-specific information is laborious to obtain, and the area-specific information is not always found.

[0011]

That is, there has been the problem (a second problem) that the menu provided by such a telecommunications company needs to be improved in the usability both for users who use mobile info-communication terminals in order to obtain desired information and for information distributors who provide information onto the mobile info-communication terminals.

[0012]

Further, there has been the problem (a third problem)

that in the menu provided by a telecommunications company, area-specific information is laborious to obtain, and that the area-specific information is not always found.

[0013]

With considering the above-mentioned first problem, an object of the present invention is to provide: a guidance information distribution system for providing desired information easily; a medium; and an information set.

[0014]

With considering the second problem, an object of the invention is to provide: an information distribution system having good usability for users and information distributors; a medium; and an information set.

[0015]

With considering the third problem, an object of the invention is to provide: an information distribution system capable of distributing area-specific information; a medium; and an information set.

[0016]

[Means to Solve the Problems]

To solve the above-described problems, the 1st present invention (corresponding to Claim 1) is a guidance information distribution system comprising:

a mobile info-communication terminal for carrying out info-communications through a telephone network; and

a guidance apparatus of distributing first guidance information to said mobile info-communication terminal; wherein

when said mobile info-communication terminal makes a telephone call to a predetermined telephone number,

said guidance apparatus sends back said first guidance information by e-mail to said mobile info-communication terminal.

[0017]

The 2nd present invention (corresponding to Claim 2) is a guidance information distribution system according to the 1st present invention wherein:

there are a plurality of said predetermined telephone numbers; and

said mobile info-communication terminal selects desired said first guidance information by selecting a telephone number to which a telephone call is made among said plurality of telephone numbers.

[0018]

The 3rd present invention (corresponding to Claim 3) is a guidance information distribution system according to the 1st or 2nd present invention wherein:

said mobile info-communication terminal can be connected to the Internet; and

said first guidance information describes the address

used for accessing said Internet information providing site which provides information on a predetermined item.

[0019]

The 4th present invention (corresponding to Claim 4) is a guidance information distribution system according to the 3rd present invention, wherein

said first guidance information is in a hierarchical form, and wherein

when there are a plurality of predetermined telephone numbers:

each of said plurality of predetermined telephone numbers is corresponded to each of said hierarchical first guidance information items;

a portion of said first guidance information describes said predetermined telephone number used for obtaining said first guidance information in the lower hierarchy; and

the other portion of said first guidance information describes the address used for accessing said Internet information providing site.

[0020]

The 5th present invention (corresponding to Claim 5) is a guidance information distribution system according to the 1st or 2nd present invention, wherein said first guidance information describes information on a predetermined item.



[0021]

The 6th present invention (corresponding to Claim 6) is a guidance information distribution system according to the 2nd present invention, wherein all or part of said first guidance information describes all or part of said plurality of telephone numbers.

[0022]

The 7th present invention (corresponding to Claim 7) is a guidance information distribution system according to the 6th present invention wherein:

said first guidance information is in a hierarchical form;

each of said plurality of predetermined telephone numbers is corresponded to each of said hierarchical first guidance information items;

a portion of said first guidance information describes said predetermined telephone number used for obtaining said first guidance information in the lower hierarchy; and

the other portion of said first guidance information describes information on a predetermined item.

[0023]

The 8th present invention (corresponding to Claim 8) is a guidance information distribution system according to the 1st or 2nd present invention further comprising, a guidance server that provides said mobile

info-communication terminal via the Internet with the address of said Internet information providing site providing information on a predetermined item, as second guidance information, wherein:

said mobile info-communication terminal can be connected to the Internet;

said first guidance information describes the address used for accessing said guidance server;

said mobile info-communication terminal access said guidance server on the basis of said first guidance information; and

said second guidance information is provided from said guidance server to said mobile info-communication terminal.

[0024]

The 9th present invention (corresponding to Claim 9) is a guidance information distribution system according to the 8th present invention, wherein said second guidance information is provided to said mobile info-communication terminal by e-mail.

[0025]

The 10th present invention (corresponding to Claim 10) is a guidance information distribution system according to the 8th present invention, wherein said second guidance information is provided to said mobile info-communication terminal by Web page.

[0026]

The 11th present invention (corresponding to Claim 11) is a guidance information distribution system according to any one of the 8th -10th present inventions, wherein said first guidance information and/or said second guidance information are in a hierarchical form.

[0027]

The 12th present invention (corresponding to Claim 12) is a guidance information distribution system according to any one of the 1st, 2nd, 3rd, 5th, and 8th -11th present inventions, wherein:

said guidance apparatus sends a voice guidance message when said mobile info-communication terminal makes a telephone call to said predetermined telephone number; and

said mobile info-communication terminal selects desired first guidance information according to said voice guidance message.

[0028]

The 13th present invention (corresponding to Claim 13) is a guidance information distribution system according to any one of the 1st - 12th present inventions, wherein:

said guidance apparatus acquires the telephone number of said mobile info-communication terminal on the basis of said telephone call from said mobile info-communication terminal according to number notifying service; and

an e-mail address of said mobile info-communication terminal is obtained from said acquired telephone number.

[0029]

The 14th present invention (corresponding to Claim 14) is a guidance information distribution system according to the 13th present invention, wherein when an e-mail address of said mobile telephone terminal is determined according to a predetermined rule which is determined in advance on a basis of a telephone number of said mobile telephone terminal.

[0030]

The 15th present invention (corresponding to Claim 15) is a guidance information distribution system according to the 13th present invention, wherein:

said guidance apparatus has a correspondence table which associates said telephone numbers of said mobile telephone terminals with said e-mail addresses; and

said guidance apparatus obtains an e-mail address of said mobile telephone terminal from an acquired telephone number using said correspondence table.

[0031]

The 16th present invention (corresponding to Claim 16) is a computer-processable medium carrying a program and/or data for causing a computer to execute all or part of the function of all or part of said means of said guidance.

information distribution system according to any one of the 1st - 15th present inventions.

[0032]

The 17th present invention (corresponding to Claim 17) is an information set composed of a program and/or data for causing a computer to execute all or part of the function of all or part of said means of said guidance information distribution system according to any one of the 1st - 15th present inventions.

[0033]

[Embodiments of the Invention]

The embodiments of the invention are described below with reference to the drawings.

[0034]

(Embodiment 1)

Embodiment 1 is described below at first.

[0035]

Figure 1 shows the configuration of a guidance information distribution system according to the present embodiment.

[0036]

The guidance information distribution system according to the present embodiment comprises a guidance apparatus 1, a portable telephone terminal 2, a guidance server 3, a relay station 4, a provider 5, the Internet

6, and an information providing site 20.

[0037]

The guidance apparatus 1 is an apparatus for transmitting guidance information which describes the URL of a Web page provided by the guidance server 3, to the portable telephone terminal 2 by e-mail in response to a telephone call from the portable telephone terminal 2.

[0038]

The portable telephone terminal 2 is a portable telephone terminal capable of being connected to the Internet. In Figure 1, a single portable telephone terminal 2 is solely shown. However, a plurality of portable telephone terminals 2 are used actually.

[0039]

The guidance server 3 is a Web server for providing the addresses of Web pages provided by the information providing site 20, as a Web page via the Internet 6 to the portable telephone terminal 2.

[0040]

The guidance apparatus 1 is connected to the Internet 6 and the relay station 4. The portable telephone terminal 2 can be connected to the Internet 6 via the relay station 4 and the provider 5.

[0041]

The relay station 4 is an apparatus for relaying

between the portable telephone terminal 2 and the telephone line network.

[0042]

The provider 5 is an apparatus for connecting the portable telephone terminal 2 to the Internet.

[0043]

The guidance apparatus 1 comprises telephone receiving means 7, telephone number acquiring means 8, e-mail address acquiring means 9, a user information database 10, e-mail transmitting means 11, and a distributed information database 12.

[0044]

The telephone receiving means 7 is means of receiving a telephone call from the portable telephone terminal 2.

[0045]

The telephone number acquiring means 8 is means of acquiring the telephone number of the portable telephone terminal 2 making the telephone call, by number notifying service. The number notifying service is a service in which the caller's telephone number is notified to the receiver when a telephone call is made. This service is provided by the telephone company.

[0046]

The e-mail address acquiring means 9 is means of referring to the user information database 10 on the basis

of the acquired telephone number and thereby acquiring the e-mail address corresponding to the acquired telephone number.

[0047]

The user information database 10 is a database for storing the information of the users who may use the guidance apparatus 1, and used for corresponding the telephone number of the portable telephone terminal 2 to the e-mail address thereof.

[0048]

The e-mail transmitting means 11 is means of reading out to-be-distributed guidance information from the distributed information database 12 and thereby transmitting the information by e-mail to the acquired e-mail.

[0049]

Here, the user information database 10 according to the present embodiment is an example of a correspondence table according to the invention. The URL according to the present embodiment is an example of an address according to the invention. The portable telephone terminal according to the present embodiment is an example of a mobile info-communication terminal according to the invention. The guidance information such as an e-mail transmitted from the guidance apparatus 1 to the portable telephone terminal



2 according to the present embodiment is an example of guidance first information according to the invention. The guidance information such as a Web page and an e-mail provided from the guidance server 3 to the portable telephone terminal 2 according to the present embodiment is an example of second guidance information according to the invention.

[0050]

The operation of the present embodiment in such a configuration is described below.

[0051]

Figure 2 shows interactions among the guidance apparatus 1, the portable telephone terminal 2, the guidance server 3, and the information providing site 20.

[0052]

It is assumed that a user goes out with carrying the portable telephone terminal 2.

[0053]

Further, it is assumed that in the outside, the user desires to find a shop holding a bargain sale and thereby purchase teenagers' wear at a low price.

[0054]

The outline of the operation of the present embodiment is described below at first. And then, the detail is described later.

[0055]

In such a case, at first, the user makes a telephone call from the portable telephone terminal 2 to the guidance apparatus 1 as indicated by a telephone call 70 in Figure 2.

[0056]

Then, the guidance apparatus 1 transmits guidance information which lists telephone numbers utilized by the user for selecting desired information, to the e-mail address of the portable telephone terminal 2 by e-mail as indicated by e-mail transmission 71.

[0057]

The user selects desired information and then makes a telephone call again from the portable telephone terminal 2 to a corresponding telephone number listed in the received guidance information, as indicated by a telephone call 72. Then, the guidance apparatus 1 transmits guidance information describing the URL of a Web page provided by the guidance server 3, to the portable telephone terminal 2 by e-mail as indicated by e-mail transmission 73.

[0058]

The portable telephone terminal 2 accesses the Web page according to the URL described in the received e-mail, as indicated by access 74. Then, the guidance server 3 provides the Web page utilized by the user for selecting desired information, to the portable telephone terminal

2 as indicated by Web page delivery 75.

[0059]

The portable telephone terminal 2 browses the received Web page and thereby selects desired information. Then, the portable telephone terminal 2 accesses again the guidance server 3 as indicated by access 76. The guidance server 3 then provides a Web page which lists a URL of an information providing site 20 providing the desired information, to the portable telephone terminal 2 as indicated by Web page delivery 77.

[0060]

The user browses the received Web page on the portable telephone terminal 2, and thereby selects a URL of an information providing site 20. This permits the user to access the information providing site 20 as indicated by access 78. Thus, the information providing site 20 provides the user-desired information as a Web page to the portable telephone terminal 2.

[0061]

As such, the guidance information providing system according to the present embodiment provides guidance information in a hierarchical form. That is, in order to obtain guidance information in the one-step lower hierarchy, a telephone call is made to a telephone number listed by the guidance apparatus 1. Then, in order to obtain guidance

information in the one-more-step lower hierarchy, access is made to a URL of the guidance server 3 listed in the guidance information received as an e-mail, whereby the Web page provided by the guidance server 3 is browsed, and desired information is selected. According to this method, even when the URL of the information providing site 20 of a shop, such as a department store and a boutique, holding a bargain sale of teenagers' wear, is not known, the information can be obtained on the bargain sale of teenagers' wear. On the basis of the obtained information, the user can go to the shop and purchase teenagers' wear at a low price.

[0062]

The detail of the above-mentioned operation is described below.

[0063]

At first, the user makes a telephone call from the portable telephone terminal 2 to the guidance apparatus 1 as indicated by the telephone call 70. Figure 3(a) shows an example of telephone numbers to which a telephone call can be made from the portable telephone terminal 2. A plurality of telephone numbers to which a telephone call can be made are listed. By selecting any one of these telephone numbers and by making a telephone call thereto, the contents of the provided service is selected. In Figure

3(a), the telephone numbers are classified by local area. When a telephone call is made to 06-1234-1231, information on the Umeda area in Osaka is obtained. In contrast, when a telephone call is made to 06-1234-1232, information on the Namba area in Osaka is obtained. A telephone directory listing these telephone numbers is distributed to each user in advance. Further, when the portable telephone terminal 2 is brought to a service shop, such a telephone directory can be registered into the memory of the portable telephone terminal 2. The guidance apparatus 1 provides such information for each local area. Thus, detailed information can be provided to the user.

[0064]

It is assumed that the user is now in Umeda in Osaka, and that the user desires to purchase teenagers' wear in Umeda in Osaka. In this case, in order to obtain information on the Umeda area in Osaka, the user makes a telephone call from the portable telephone terminal 2 to 06-1234-1231.

[0065]

The telephone call from the portable telephone terminal 2 is notified to the relay station 4 by wireless communication 13, and then notified from the relay station 4 through the telephone line 14 to the telephone receiving means 7.

[0066]

The telephone receiving means 7 notifies, to the telephone number acquiring means 8, that a telephone call is being made to the telephone number corresponding to the information on the Umeda area in Osaka.

[0067]

The telephone number acquiring means 8 acquires the telephone number of the caller, that is, the telephone number of the portable telephone terminal 2, by number notifying service.

[0068]

When receiving the notice that the telephone number acquiring means 8 has completed the acquisition of the telephone number of the portable telephone terminal 2, the telephone receiving means 7 terminates the telephone call from the portable telephone terminal 2. That is, since the telephone number acquiring means 8 acquires the telephone number of the portable telephone terminal 2 by number notifying service, the telephone receiving means 7 does not reply to the telephone call from the portable telephone terminal 2. Accordingly, when the portable telephone terminal 2 makes a telephone call to the guidance apparatus 1 in order to request guidance information, no telephone charge occurs newly.

[0069]

Then, the telephone number acquiring means 8 notifies

the acquired telephone number of the portable telephone terminal 2 to the e-mail address acquiring means 9.

[0070]

The e-mail address acquiring means 9 refers to the user information database 10, and thereby acquires the e-mail address of the addressee of the guidance information on the basis of the notified telephone number. Here, the user information database 10 stores information for corresponding the telephone number to the e-mail address. This information is generated when the user makes user registration for the use of the guidance apparatus 1.

[0071]

Then, the e-mail transmitting means 11 reads out guidance information on the Umeda area in Osaka from the distributed information database 12, and thereby transmits the guidance information to the e-mail address acquired by the e-mail address acquiring means 9, by e-mail as indicated by e-mail transmission 71. As shown in Figure 3(b), this guidance information lists telephone numbers for selecting bargain sale information, gourmet information, sight-seeing information, and the like in the Umeda area in Osaka.

[0072]

The e-mail transmitted from the e-mail transmitting means 11 goes through the Internet 6 to the mail box for

the portable telephone terminal 2 in the provider 5.

[0073]

The portable telephone terminal 2 downloads the e-mail from its own mail box in the provider 5, and then displays the e-mail on the monitor of the portable telephone terminal 2.

[0074]

Figure 4 shows an example of the e-mail displayed on the monitor of the portable telephone terminal 2. This received e-mail lists telephone numbers for selecting desired information among the information items on the Umeda area in Osaka. As shown in the figure, bargain sale information is obtained by a telephone call to 06-1234-5671. Gourmet information is obtained by a telephone call to 06-1234-5672. Sight-seeing information on hotels, inns, and tourist spots is obtained by a telephone call to 06-1234-5673. Movies information is obtained by a telephone call to 06-1234-5674.

[0075]

The user browses the e-mail displayed on the monitor of the portable telephone terminal 2, and then selects the telephone number 06-1234-5671 in which bargain sale information is obtained. In the e-mail displayed on the monitor of the ordinary portable telephone terminal 2, telephone number portions are recognized automatically and



thereby displayed in a character color reversed to the character color for the other portions. Further, when the cursor is moved onto a telephone number and then the telephone number is selected, a telephone call is made to the telephone number automatically as a function of the portable telephone terminal 2.

[0076]

Using this function, the user makes a telephone call again from the portable telephone terminal 2 to the telephone number 06-1234-5671 in which bargain sale information is obtained, as indicated by the telephone call 72 in Figure 2.

[0077]

Then, the guidance apparatus 1 reads out guidance information from the distributed information database 12 by an operation similar to the above-mentioned one, and thereby transmits the guidance information to the portable telephone terminal 2 by e-mail as indicated by e-mail transmission 73 in Figure 2.

[0078]

Figure 5 shows an example of the guidance information received as an e-mail by the portable telephone terminal 2. In the e-mail, provided information is classified as personal computers/peripheral devices, wear, and the like as shown by classifications 23. Further, URLs in each of

which the information belonging to each classification 23 is obtained are listed as shown by URLs 24.

[0079]

In the ordinary portable telephone terminal 2 capable of being connected to the Internet 6, similarly to the above-mentioned case of telephone numbers, in the e-mail displayed on the monitor, URL portions are recognized automatically and thereby displayed in a character color reversed to the character color for the other portions. Further, when the cursor is moved onto a URL and then the URL is selected, the URL is accessed automatically as a function of the portable telephone terminal 2.

[0080]

The user displays the guidance information shown in Figure 5 onto the monitor of the portable telephone terminal 2, and thereby selects a URL 24 using the above-mentioned function. Accordingly, the user accesses the guidance server 3 in the Internet 6 as indicated by access 74 in Figure 2.

[0081]

In response to the access 74 from the portable telephone terminal 2, the guidance server 3 provides the Webpage to the portable telephone terminal 2 via the Internet 6 as indicated by Web page delivery 75. Figure 6 shows an example of the Web page provided to the portable telephone

terminal 2. The Web page shown in Figure 6 is a menu for selecting desired information among the information items on the bargain sales of wear held in the Umeda area in Osaka. That is, the detail of the desired bargain sale information can be selected among the items such as teenagers' wear, sportswear, and casual wear. Each item, such as teenagers' wear, sportswear, and casual wear, has a tag for referring to a Web page providing the information corresponding to the item.

[0082]

Since the user desires to obtain information on the bargain sales of teenagers' wear in the Umeda area in Osaka, the user moves the cursor and selects "teenagers' wear" on the Web page displayed on the monitor of the portable telephone terminal 2. Then, the portable telephone terminal 2 accesses a Web page providing the information for teenagers, as indicated by access 76 in Figure 2.

[0083]

In response to the access 76 from the portable telephone terminal 2, the guidance server 2 provides the Web page to the portable telephone terminal 2 again via the Internet 6 as indicated by Web page delivery 77. Figure 7 shows an example of the Web page provided to the portable telephone terminal 2.

[0084]

This Web page introduces the Web pages of the shops providing the information on the bargain sale of teenagers' wear, among the guidance information on the Umeda area in Osaka. That is, the Web page lists: the URLs of the information providing sites 20 each holding a bargain sale of teenagers' wear as indicated by URLs 90; the names of the shops holding the bargain sales as indicated by shop names 91; and the brief descriptions thereof as indicated by descriptions 92.

[0085]

The user browses the Web page displayed on the monitor of the portable telephone terminal 2, and it is assumed that the user thinks about the purchase of jeans. Then, the user moves the cursor and selects <http://www.bcd.co.jp>. This permits the portable telephone terminal 2 to access the information providing site 20 holding a bargain sale of jeans, as indicated by access 78 in Figure 2.

[0086]

In response to the access from the portable telephone terminal 2, the information providing site 20 provides the Web page to the portable telephone terminal 2 as indicated by Web page delivery 79 in Figure 2.

[0087]

The user browses the Web page provided by the information providing site 20, and thereby obtains detailed

information on jeans, such as the addresses and the telephone numbers of the shops holding the bargain sales of jeans, as well as the designs of jeans. This permits the user to think the purchase in detail.

[0088]

As such, even when a method for obtaining information on desired jeans is not known, the user can easily obtain the information on jeans by virtue of the guidance information distribution system according to the present embodiment.

[0089]

In contrast, when the user desires to obtain gourmet information in the Umeda area in Osaka, the user can make a telephone call to 06-1234-5672 as shown in Figure 4, and thereby obtain gourmet information in a manner similar to the above-mentioned case.

[0090]

Further, when the e-mails sent from the guidance apparatus 1 and the Web pages sent from the guidance server 3 are saved in the portable telephone terminal 2, those menus can be used many times in order to obtain desired information.

[0091]

For example, after the user purchased jeans in the above-mentioned manner, it is assumed that the user further

desires to have a meal in the Umeda area in Osaka. In this case, the user can make a telephone call to 06-1234-5672 in which gourmet information in the Umeda area in Osaka is obtained, and thereby obtain the gourmet information immediately.

[0092]

Further, a few days later, the user goes to the Umeda area in Osaka, and it is assumed that the user desires to purchase a personal computer/peripheral device in the Umeda area in Osaka. In this case, the user displays the e-mail shown in Figure 5 which is already received from the guidance apparatus 1, and thereby selects the URL of personal computers/peripheral devices. Then, the user immediately obtains the Web page providing the guidance information on personal computers/peripheral devices.

[0093]

As such, in the present embodiment, when the e-mails sent from the guidance apparatus 1 and the Web pages sent from the guidance server 3 are saved in the portable telephone terminal 2, those menus can be used many times in order to obtain desired information. This avoids the necessity and the time of accessing the guidance apparatus 1 and the guidance server 3 in every occasion to obtain newly desired information.

[0094]

As such, by selecting any one of the predetermined telephone numbers and by making a telephone call thereto from the portable telephone terminal 2, desired guidance information is obtained. And then, desired final information is obtained from the information providing site 20.

[0095]

(Embodiment 2)

Embodiment 2 is described below.

[0096]

Figure 8 shows the configuration of a guidance information distribution system according to the present embodiment.

[0097]

The guidance information distribution system according to the present embodiment comprises a guidance apparatus 18 in place of the guidance apparatus 1 according to Embodiment 1.

[0098]

The guidance apparatus 18 comprises telephone replying means 17 and voice guidance means 16 which are not included in Embodiment 1.

[0099]

The telephone replying means 17 is means of replying to a telephone call when receiving the telephone call.

[0100]

The voice guidance means 16 is means of carrying out voice guidance in order for the portable telephone terminal 2 to select desired guidance information.

[0101]

The other configuration is the same as that in Embodiment 1, and hence the description is omitted.

[0102]

The operation of the present embodiment in such a configuration is described below with focusing the attention on the difference from Embodiment 1.

[0103]

Figure 9 shows interactions among the guidance apparatus 1, the portable telephone terminal 2, the guidance server 3, and the information providing site 20.

[0104]

Similarly to Embodiment 1, it is assumed that a user goes out with carrying the portable telephone terminal 2, and that in the outside, the user desires to obtain information in order to purchase teenagers' wear at a bargain sale at a low price.

[0105]

The outline of the operation in such a case is described below. Detailed operation is described later.

[0106]



Figure 9 shows interactions among the guidance apparatus 18, the portable telephone terminal 2, the guidance server 3, and the information providing site 20. At first, the user makes a telephone call from the portable telephone terminal 2 to the guidance apparatus 18 as indicated by a telephone call 26 in Figure 9. In response to the telephone call 26, the guidance apparatus 18 transmits voice guidance as indicated by voice guidance 27. On the basis of the voice guidance 27, the portable telephone terminal 2 selects desired guidance information as indicated by menu selection 28. Then, the guidance apparatus 18 transmits selected guidance information to the portable telephone terminal 2 by e-mail as indicated by e-mail transmission 29.

[0107]

The portable telephone terminal 2 accesses a Web page according to the URL described in the received e-mail, as indicated by access 80. Then, the guidance server 3 provides the Web page utilized by the user for selecting desired information, to the portable telephone terminal 2 as indicated by Web page delivery 81.

[0108]

The user browses the Web page sent to the portable telephone terminal 2, and thereby selects desired information. Then, access is made to a Web page providing

the desired information, as indicated by access 82.

[0109]

In response to the access 82, the guidance server 3 provides the Web page to the portable telephone terminal 2.

[0110]

The portable telephone terminal 2 selects the URL of an information providing site 20 in the list, and thereby accesses the information providing site 20 as indicated by access 84. Then, the information providing site 20 provides the user-desired information as a Web page to the portable telephone terminal 2.

[0111]

As such, similarly to Embodiment 1, the guidance information providing system according to the present embodiment provides guidance information in a hierarchical form. The difference is that the guidance apparatus 18 provides a part of the hierarchical guidance information as voice guidance.

[0112]

According to this method, even when the URL of the information providing site 20 of a shop, such as a department store and a boutique, holding a bargain sale of teenagers' wear, is not known, the information can be obtained on the bargain sale of teenagers' wear. On the basis of the

obtained information, the user can go to the shop and purchase teenagers' wear at a low price.

[0113]

The detail of the above-mentioned operation is described below.

[0114]

Figure 10(a) shows the classification of provided information for each local area. Similarly to Embodiment 1, it is assumed that the user desires to obtain information on the bargain sales of wear in the Umeda area in Osaka.

[0115]

Then, the portable telephone terminal 2 makes a telephone call to 06-1234-1231 as indicated by a telephone call 26.

[0116]

The telephone replying means 17 replies to the telephone call. The telephone replying means 17 notifies, to the voice guidance means 16, that the telephone call is replied.

[0117]

On receiving the notification, the voice guidance means 16 sends voice guidance as indicated by voice guidance 27 in Figure 9.

[0118]

On the basis of the voice guidance 27, the user of

the portable telephone terminal 2 selects desired information as indicated by menu selection 28 in Figure 9.

[0119]

Figure 10 shows an example in which desired guidance information is selected on the basis of voice guidance.

[0120]

At first, the guidance apparatus 18 guides so as to input numeral 1 in the portable telephone terminal 2 for selecting the bargain sale information, and similarly, numeral 2 for gourmet information, numeral 3 for sight-seeing information, and numeral 4 for movies information.

[0121]

It is assumed that the user of the portable telephone terminal 2 inputs numeral 1 on the basis of the voice guidance.

[0122]

On receiving numeral 1 from the portable telephone terminal 2, the voice guidance means 16 notifies the completion of the voice guidance, to the telephone replying means 17. In response to this notification, the telephone replying means 17 terminates the telephone call with the portable telephone terminal 2.

[0123]

Then, the voice guidance means 16 notifies the selected guidance information to the e-mail transmitting means 11 as indicated by e-mail transmission 29 in Figure 9.

[0124]

On the other hand, similarly to Embodiment 1, the telephone number acquiring means 8 acquires the telephone number of the portable telephone terminal 2 by number notifying service, and then notifies the telephone number to the e-mail address acquiring means 9.

[0125]

Similarly to Embodiment 1, the e-mail address acquiring means 9 acquires the e-mail address of the portable telephone terminal 2, and then notifies the e-mail address to the e-mail transmitting means 11.

[0126]

The e-mail transmitting means 11 reads out, from the distributed information database 12, the guidance information on bargain sale information notified from the voice guidance means 16, and thereby transmits the guidance information to the e-mail address acquired by the e-mail address acquiring means 9, by e-mail as indicated by e-mail transmission 29.

[0127]

The operation subsequent to this is the same as that of Embodiment 1, and hence the description is omitted.

[0128]

As such, according to the present embodiment, desired information can be selected on the basis of voice guidance.

[0129]

(Embodiment 3)

Embodiment 3 is described below.

[0130]

Figure 11 shows the configuration of a guidance information distribution system according to the present embodiment.

[0131]

In the guidance information distribution system according to the present embodiment, a difference from that of Embodiment 1 is that a portable telephone terminal 65 does not have the function of connection to the Internet.

[0132]

Further, an e-mail server 64 is a server used by the portable telephone terminal 65 and a guidance apparatus 1 for the purpose of exchanging e-mails.

[0133]

The other configuration is the same as that in Embodiment 1, and hence the description is omitted.

[0134]

The operation of the present embodiment in such a configuration is described below with focusing the

attention on the difference from Embodiment 1.

[0135]

Figure 12 shows interactions between the portable telephone terminal 65 and the guidance apparatus 61. In the present embodiment, similarly to Embodiment 1, description is made for the case that a user uses the portable telephone terminal 65 and obtains information on the bargain sales of teenagers' wear in the Umeda area in Osaka, thereby thinking the purchase of jeans.

[0136]

The user makes a telephone call from the portable telephone terminal 2 to 06-1234-1231 shown in Figure 3(a), as indicated by a telephone call 95 in Figure 12.

[0137]

Then, the guidance apparatus 1 transmits an e-mail describing the contents shown in Figure 4, to the portable telephone terminal 2 as indicated by e-mail transmission 96. The e-mail is transmitted to the portable telephone terminal 65 via the e-mail server 64.

[0138]

Then, the user makes a telephone call, among the telephone numbers shown in Figure 4, to the telephone number 06-1234-5671 in which bargain sale information is obtained, as indicated by a telephone call 97 in Figure 12. The above-mentioned operation is the same as that of Embodiment

1, except that the e-mail server 64 processes the reception of the e-mail.

[0139]

Then, the guidance apparatus 1 transmits the guidance information on bargain sale information to the portable telephone terminal 65 by e-mail as indicated by e-mail transmission 98.

[0140]

Figure 13 shows the guidance information sent to the portable telephone terminal 65. In this e-mail, in contrast to that of Embodiment 1, telephone numbers are listed in place of URLs.

[0141]

The user makes a telephone call to the telephone number 06-1234-3212 in which guidance information on wear is obtained, as indicated by a telephone call 99 in Figure 12.

[0142]

Then, the guidance apparatus 61 transmits an e-mail describing the information on the bargain sales of wear in the Umeda area in Osaka, to the portable telephone terminal 65 by e-mail as indicated by e-mail transmission 100 in Figure 12.

[0143]

Figure 14 shows an example of the received e-mail.



The e-mail lists the bargain sale information of wear, with classifying the information as teenagers' wear, sportswear, and the like. On the basis of the received bargain sale information, the user finds that a shop ○△ sells jeans at a low price.

[0144]

(Embodiment 4)

Embodiment 4 is described below.

[0145]

The configuration of a guidance information distribution system according to the present embodiment is the same as that of Embodiment 1.

[0146]

The difference of the present embodiment from Embodiment 1 is that the final information obtained by the user is transmitted as an e-mail from the guidance server 3.

[0147]

The other operation is the same as that in Embodiment 1, and hence the description is omitted.

[0148]

The operation of the present embodiment in such a configuration is described below with focusing the attention on the difference from Embodiment 1.

[0149]

Figure 15 shows interactions among the guidance apparatus 1, the portable telephone terminal 2, and the guidance server 3.

[0150]

At first, the user makes a telephone call from the portable telephone terminal 2 to 06-1234-1231 in order to obtain information on the Umeda area in Osaka, as indicated by a telephone call 101 in Figure 15.

[0151]

Then, the guidance apparatus 1 transmits an e-mail describing the contents shown in Figure 4, to the portable telephone terminal 2 as indicated by e-mail transmission 102 in Figure 15.

[0152]

The user makes a telephone call from the portable telephone terminal 2 to the telephone number 06-1234-5671 in which bargain sale information is obtained as shown in Figure 4, as indicated by a telephone call 103 in Figure 15.

[0153]

Then, the guidance apparatus 1 transmits an e-mail describing the contents shown in Figure 5, to the portable telephone terminal 2 as indicated by e-mail transmission 104 in Figure 15.

[0154]

On the basis of the received e-mail, access is made to a Web page in the guidance server 3 providing the bargain sale information of wear, as indicated by access 105 in Figure 15.

[0155]

Then, the guidance server 3 transmits a Web page shown in Figure 6, to the portable telephone terminal 105 as indicated by Web page transmission in Figure 15.

[0156]

The above-mentioned operation is the same as that of Embodiment 1.

[0157]

Then, the portable telephone terminal 2 selects "teenagers' wear" in the Web page shown in Figure 6, and thereby requests an e-mail describing the information on teenagers' wear, as indicated by e-mail request 106 in Figure 15.

[0158]

Then, the guidance server 3 transmits the bargain sale information of teenagers' wear, to the portable telephone terminal 2 by e-mail as indicated by e-mail transmission 107 in Figure 15.

[0159]

Figure 16 shows an example of the received e-mail. In Figure 16, for simplicity in illustration, it is assumed

that the e-mail lists shop names, their telephone numbers, and brief descriptions. However, the e-mail may actually list more detailed descriptions such as detailed descriptions of respective bargain articles.

[0160]

On the basis of this e-mail, the user thinks the purchase of jeans similarly to Embodiment 1.

[0161]

In the above-mentioned embodiments, the description has been made for the case that the guidance information is in a hierarchically form, and that the guidance apparatus 1 provides guidance information in two-layer hierarchy to the portable telephone terminal 2. However, the invention is not restricted to this. The guidance apparatus 1 may provide guidance information in the hierarchy of any number of layers, such as single-layer hierarchy, three-layer hierarchy, and four-layer hierarchy, to the portable telephone terminal 2.

[0162]

In the above-mentioned embodiments, the description has been made for the case that the guidance information in the hierarchy lower than that of the guidance information provided by the guidance apparatus 1 is provided in two-layer hierarchy by the guidance server 3. However, the invention is not restricted to this. The guidance server 3 may provide

guidance information in the hierarchy of any number of layers, such as single-layer hierarchy, three-layer hierarchy, and four-layer hierarchy, to the portable telephone terminal 2.

[0163]

Further, guidance information according to the invention may be, or alternatively, may be not, in a hierarchical form similar to that of the guidance information according to the above-mentioned embodiments,

[0164]

In the above-mentioned embodiments, the description has been made for the case that the local area on which the information is to be obtained is selected at first. However, the invention is not restricted to this. The field of interest on which the information is to be obtained may be selected at first, and then the local area on which the information is to be obtained may be selected.

[0165]

In the above-mentioned embodiments, the description has been made for the case that the telephone replying means 17 terminates the telephone call from the portable telephone terminal 2 immediately after the completion of the acquisition of the telephone number of the portable telephone terminal 2. However, the invention is not restricted to this. The telephone call from the portable

telephone terminal 2 may be terminated after being replied to.

[0166]

The mobile info-communication terminal according to the invention is not restricted to the portable telephone terminal 2 according to the above-mentioned embodiments. That is, the mobile info-communication terminal according to the invention may be a terminal of any type capable of being connected to the Internet and making a telephone call. Such terminals include: a PHS terminal capable of being connected to the Internet; an automobile telephone set capable of being connected to the Internet; and an e-mail-dedicated mobile terminal capable of being connected to the Internet via the portable telephone terminal line.

[0167]

In the Embodiments, the description has been made for the case that the user of the guidance apparatus is registered to the user information database 10 in advance. However, the invention is not restricted to this. When an e-mail address is assigned to the telephone number of the portable telephone terminal 2 according to a predetermined rule, the guidance apparatus 1 may be used without user registration. An example of such rule is that an e-mail address of the portable telephone terminal 2 is "telephone number@domain name". More specifically, when the

telephone number of the portable telephone terminal 2 is "09012345678", and when the domain name of the telephone company providing the service to the portable telephone terminal 2 is "abc.ne.jp", an e-mail address is "12345678@abc.ne.jp". In general, a domain name part differs from one telephone company to another, however, a list showing which telephone number is assigned to which telephone company is made public by the Ministry of Posts and Telecommunications. Accordingly, by referring to this list, one can create the correct domain name, since the telephone company of the portable telephone terminal 2 can be identified by the telephone number.

[0168]

The scope of the invention includes a computer-processable medium characterized by which carries a program and/or data for causing a computer to execute all or part of the function of all or part of means or the info-communication terminal in the guidance information distribution system according to the invention.

[0169]

The scope of the invention includes an information set characterized by which is a program and/or data for causing a computer to execute all or part of the function of all or part of means or the info-communication terminal in the guidance information distribution system according

to the invention.

[0170]

The data according to the invention includes a data structure, a data format, a data type.

The medium according to the invention includes: a recording medium such as a ROM; a transmitting medium such as the Internet; and a transmitting medium such as light, radio waves, acoustic waves, and the like.

Further, the medium which carries a program and/or data according to the invention includes: a recording medium on which a program and/or data is recorded; and a transmitting medium for transmitting a program and/or data.

The computer processability according to the invention includes: that a recording medium such as a ROM is readable by a computer; and that a program and/or data transmitted by a transmitting medium can be processed by a computer after the transmission.

The information set according to the invention includes software such as a program and/or data.

[0171]

Further, the invention may be a program recording medium recorded a program and/or data for causing a computer to execute all or part of the function of all or part of the means of the guidance information distribution system according to any of the embodiments mentioned above,



wherein: the medium is read out by a computer; and the read-out program and/or data carries out the function in cooperation with the computer.

[0172]

[Effect of the Invention]

As seen from the above-mentioned description, the present invention permits: a guidance information distribution system for providing desired information easily; a medium; and an information set.

[0173]

The invention permits: an information distribution system having good usability for users and information distributors; a medium; and an information set.

The invention permits: an information distribution system capable of distributing area-specific information; a medium; and an information set.

[Brief Description of Drawings]

[Figure 1]

Figure 1 shows the configuration of a guidance information distribution system according to Embodiment 1 of the invention.

[Figure 2]

Figure 2 shows interactions among a guidance apparatus, a portable telephone terminal, a guidance server, and an

information providing site according to Embodiment 1 of the invention.

[Figure 3]

Figure 3 shows an example of telephone numbers and distributed guidance information according to Embodiments 1 and 3 of the invention.

[Figure 4]

Figure 4 shows an example of guidance information sent by e-mail from a guidance apparatus according to Embodiments 1, 3 and 4 of the invention.

[Figure 5]

Figure 5 shows an example of guidance information sent by e-mail from a guidance apparatus according to Embodiments 1 and 4 of the invention.

[Figure 6]

Figure 6 shows an example of guidance information provided in a Web page by a guidance server according to Embodiments 1 and 4 of the invention.

[Figure 7]

Figure 7 shows an example of guidance information provided in a Web page by a guidance server according to Embodiment 1 of the invention.

[Figure 8]

Figure 8 shows the configuration of a guidance information distribution system according to Embodiment

2 of the invention.

[Figure 9]

Figure 9 shows interactions among a guidance apparatus, a portable telephone terminal, a guidance server, and an information providing site according to Embodiment 2 of the invention.

[Figure 10]

Figure 10(a) shows an example of telephone numbers each used for selecting a local area according to Embodiment 2 of the invention.

Figure 10(b) shows an example of voice guidance according to Embodiment 2 of the invention.

[Figure 11]

Figure 11 shows the configuration of a guidance information distribution system according to Embodiment 3 of the invention.

[Figure 12]

Figure 12 shows interactions between a guidance apparatus and a portable telephone terminal according to Embodiment 3 of the invention.

[Figure 13]

Figure 13 shows an example of guidance information sent by e-mail from a guidance apparatus according to Embodiment 3 of the invention.

[Figure 14]

Figure 14 shows an example of guidance information sent by e-mail from a guidance apparatus according to Embodiment 3 of the invention.

[Figure 15]

Figure 15 shows interactions among a guidance server, a portable telephone terminal, and a guidance apparatus according to Embodiment 4 of the invention.

[Figure 16]

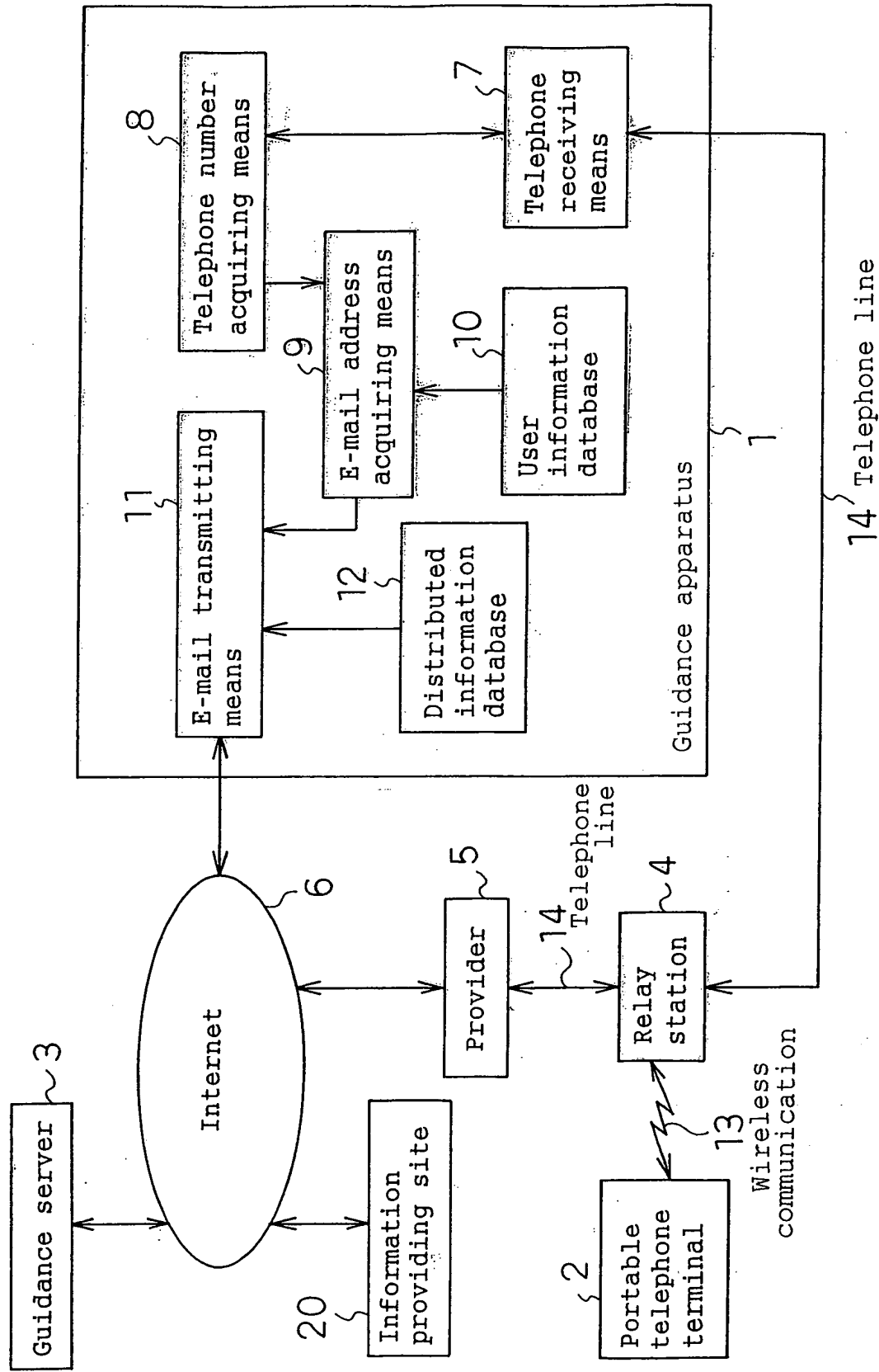
Figure 16 shows an example of guidance information sent by e-mail from a guidance server according to Embodiment 4 of the invention.

[Description of the Reference Numerals]

- 1      Guidance apparatus
- 2      Portable telephone terminal
- 3      Information providing apparatus
- 4      Relay station
- 5      Provider
- 6      Internet
- 7      Telephone receiving means
- 8      Telephone number acquiring means
- 9      E-mail address acquiring means
- 10     User information database
- 11     E-mail transmitting means
- 12     Distributed information database

- 13     Wireless communication
- 14     Telephone line
- 16     Voice guidance means
- 17     Telephone replying means
- 18     Guidance information distributing means
- 20     Telephone call

Fig. 1



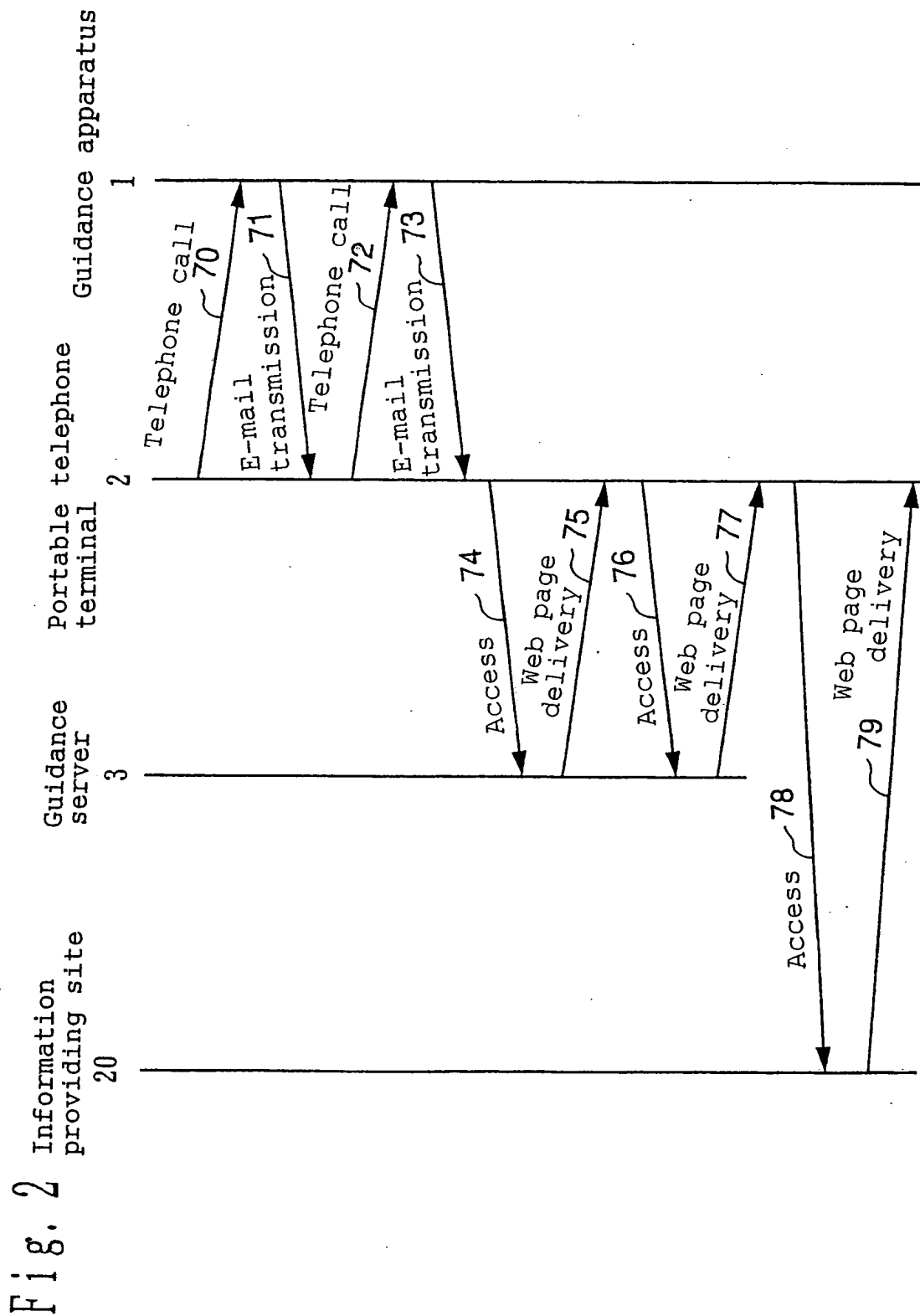


Fig. 3 (a)

Telephone number	Service
06-1234-1231	Information on the Umeda area in Osaka
06-1234-1232	Information on the Namba area in Osaka
06-1234-1233	Information on the Tennoji area in Osaka
06-1234-1234	Information on the Kyobashi area in Osaka
06-1234-1235	Information on the Osaka Bay area
⋮	⋮

Fig. 3 (b)

Telephone number	Service
06-1234-5671	Bargain sale information
06-1234-5672	Gourmet information
06-1234-5673	Sight-seeing information
06-1234-5674	Movies information
⋮	⋮

Fig. 4

Thank you for using our service. The following is a guide of the Umeda area in Osaka..	
06-1234-5671	Bargain sale information
06-1234-5672	Gourmet information
06-1234-5673	Sight-seeing information
06-1234-5674	Movies information
⋮	⋮



Fig. 5

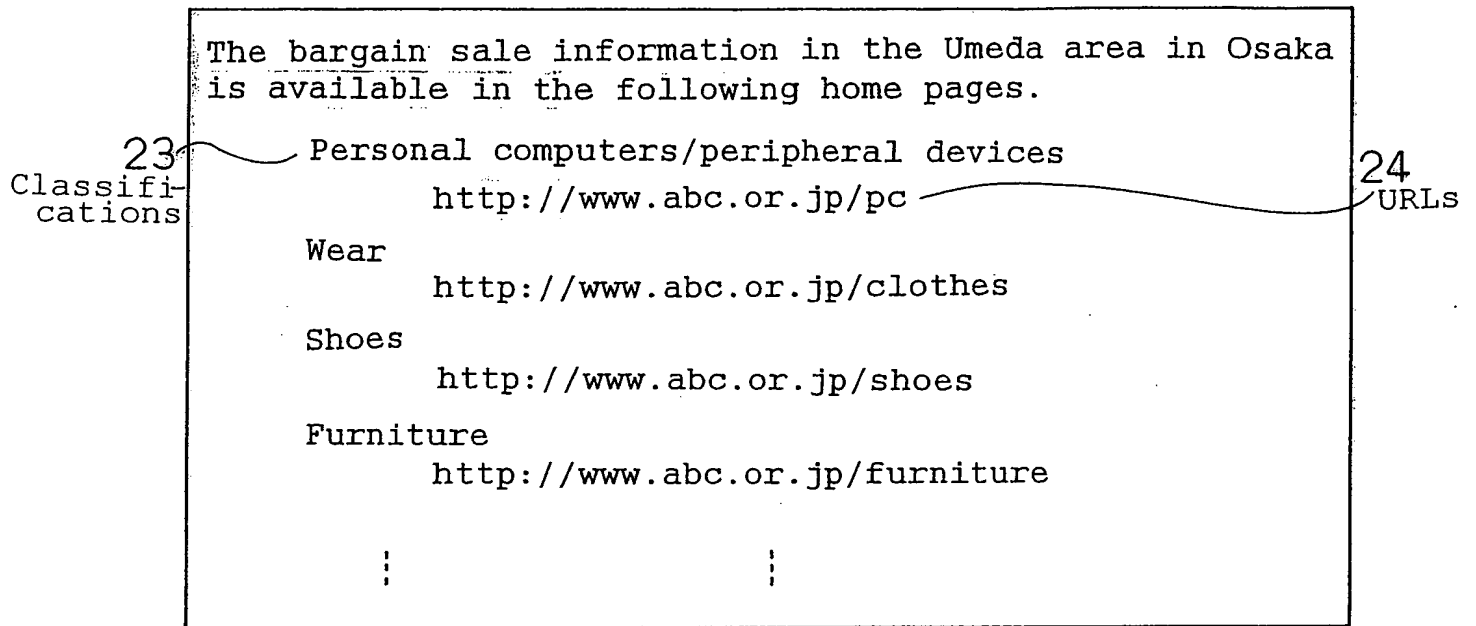


Fig. 6

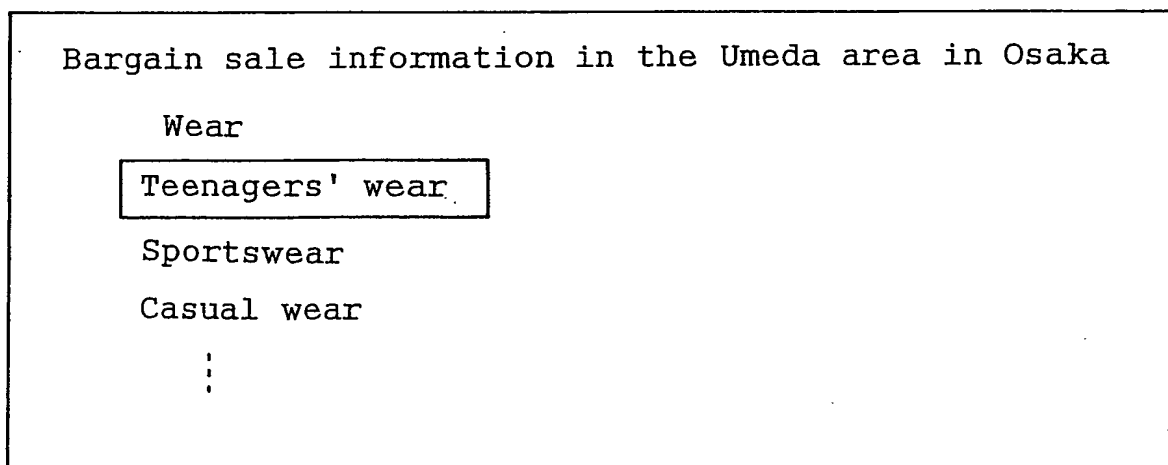


Fig. 7

90 URLs	Guide information on the Umeda area in Osaka Bargain sale information - Home pages for Teenagers' wear	Shop names
	<a href="http://www.bcd.co.jp">http://www.bcd.co.jp</a> Shop ○△ Jeans 1,500 yen. 100 sets only.	91
	<a href="http://www.efg.co.jp">http://www.efg.co.jp</a> Departmentstore □× T-shirt designed by ○□ 1,980 yen. 300 sets only.	92
	<a href="http://www.hij.co.jp">http://www.hij.co.jp</a> Boutique ○○ Skirt 2,500 yen. : :	Descriptions

Fig. 8

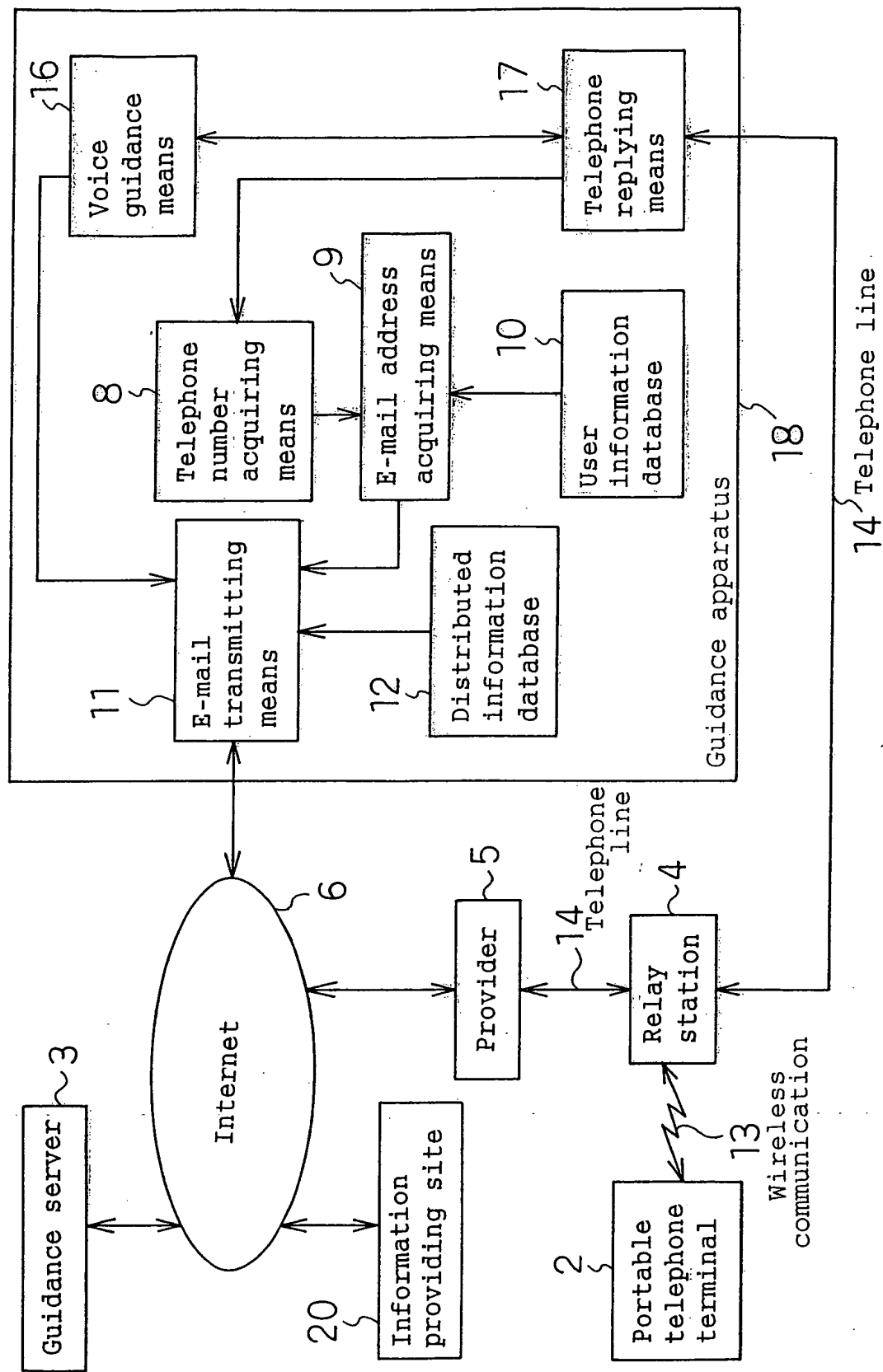


Fig. 9

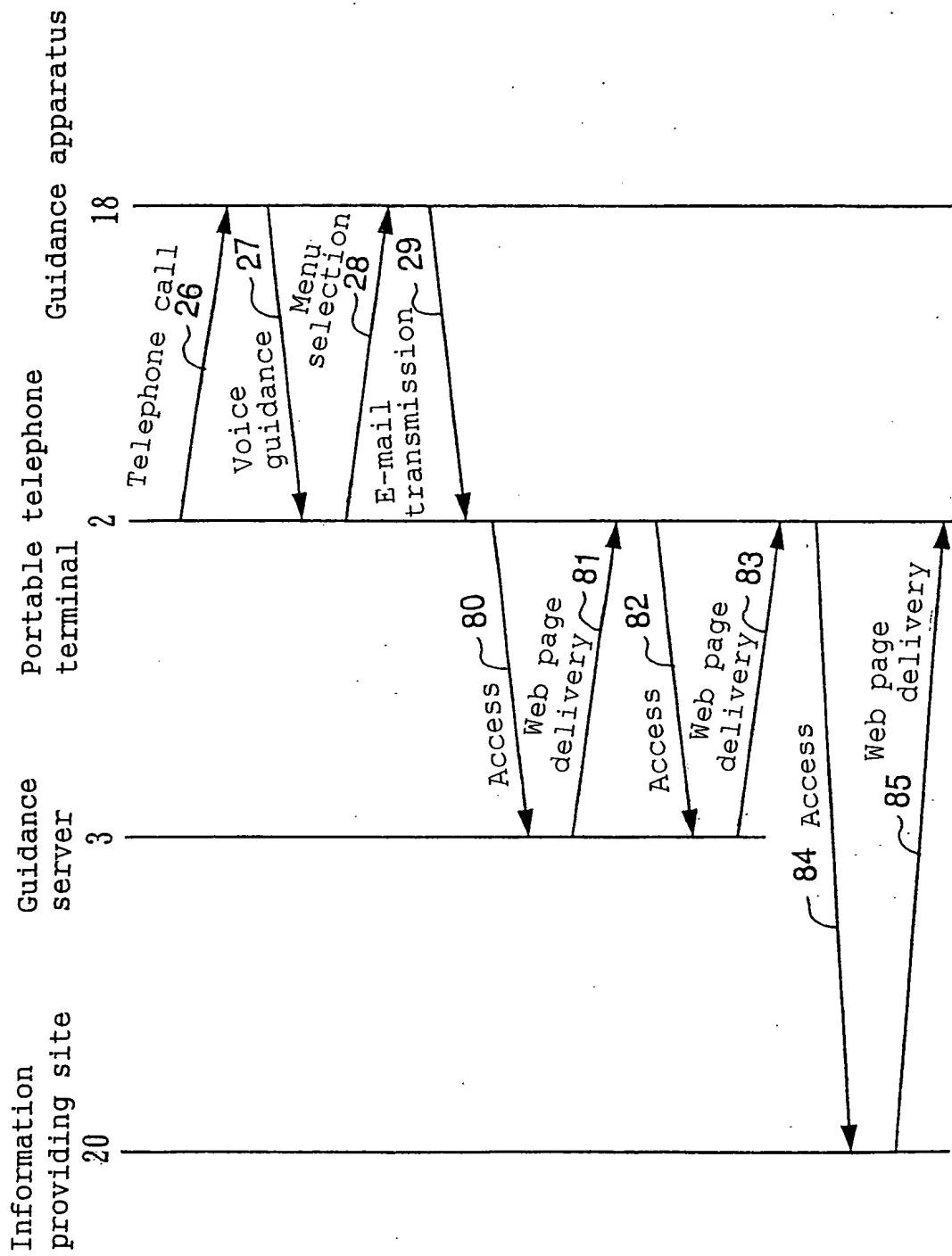


Fig. 10 (a)

Telephone number	Service
06-1234-1231	Information on the Umeda area in Osaka
06-1234-1232	Information on the Namba area in Osaka
06-1234-1233	Information on the Tennoji area in Osaka
06-1234-1234	Information on the Kyobashi area in Osaka
06-1234-1235	Information on the Osaka Bay area
:	:

Fig. 10 (b)

Thank you for using our service.	
The following is a guide of the Umeda area in Osaka.	
Press 1 for Bargain sale information	
Press 2 for Gourmet information	
Press 3 for Sight-seeing information	
Press 4 for Movies information	
:	:

Fig. 11

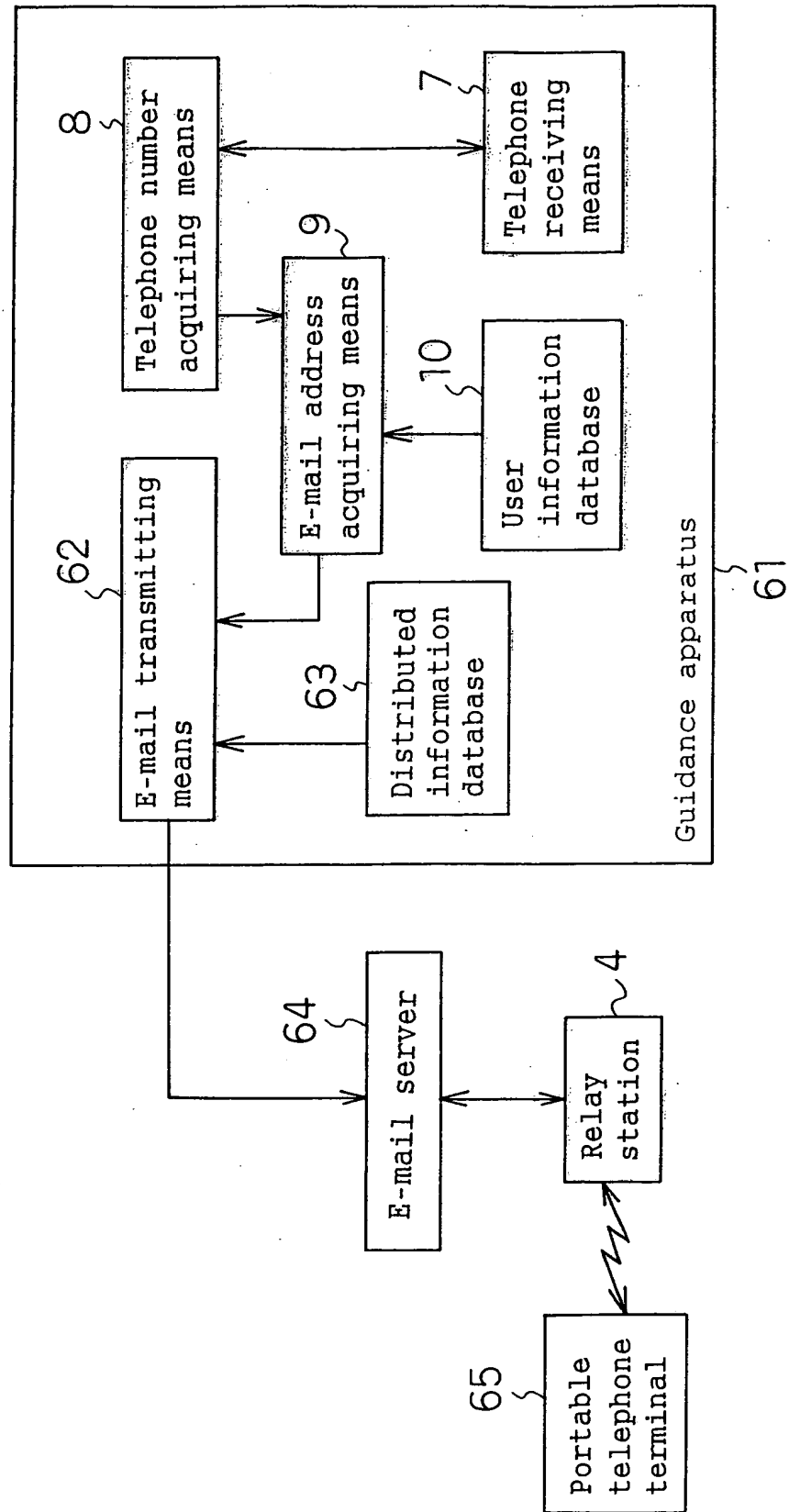


Fig. 12

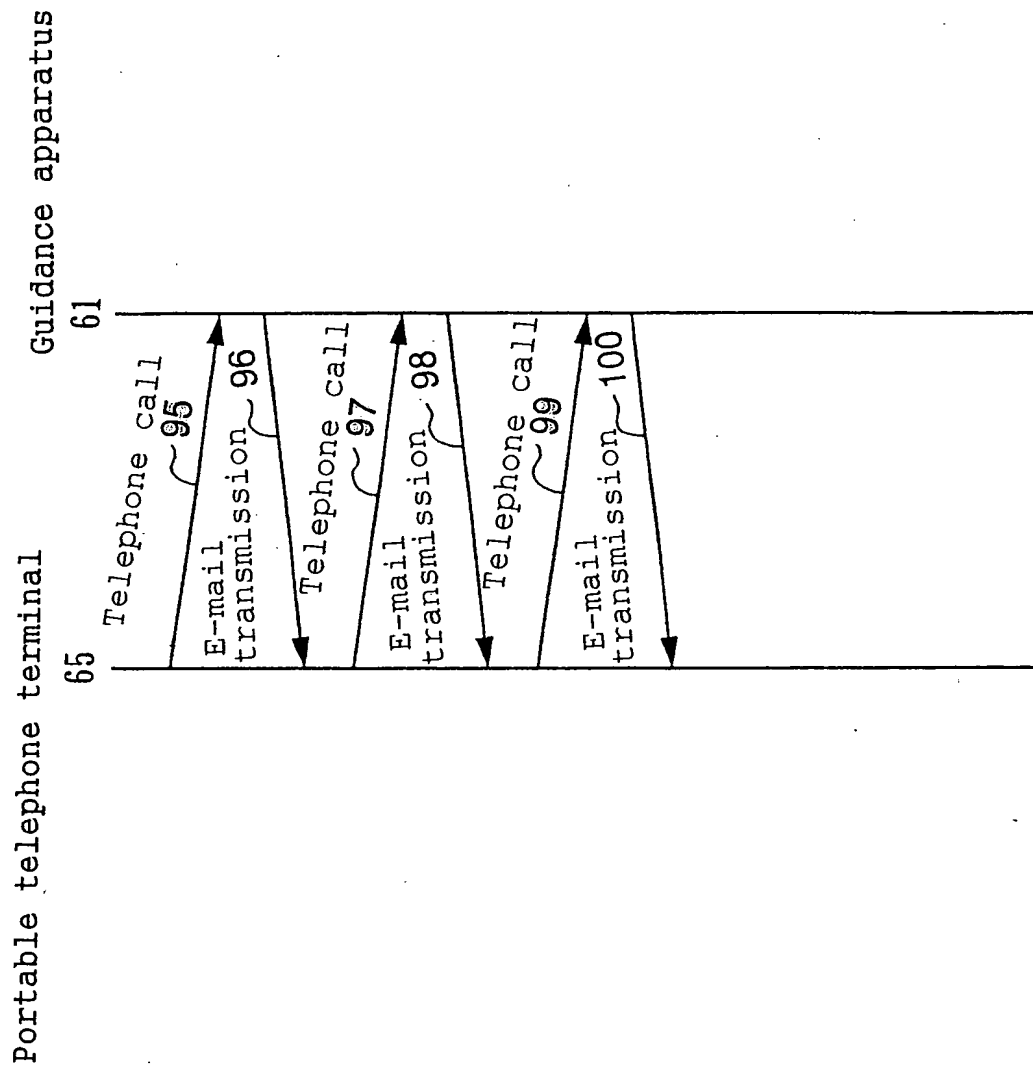


Fig. 13

The following is bargain sale information in the Umeda area in Osaka.

TEL 06-1234-3211 Personal computers/peripheral devices

TEL 06-1234-3212 Wear

TEL 06-1234-3213 Shoes

TEL 06-1234-3214 Furniture

Fig. 14

Bargain sale information in the Umeda area in Osaka

Wear

Teenagers' wear

Shop ○△ Jeans 1,500 yen. 100 sets only.  
Various size available.

TEL 06-6543-1234

Shop ○□ T-shirt designed by ○□ 1,980 yen.  
Original item. 300 sets only.

TEL 06-6543-1235

⋮

⋮

Sportswear

×× Sports Training wear 5,000 yen.  
Various colors available.

TEL 06-6543-1236

⋮

⋮



Fig. 15

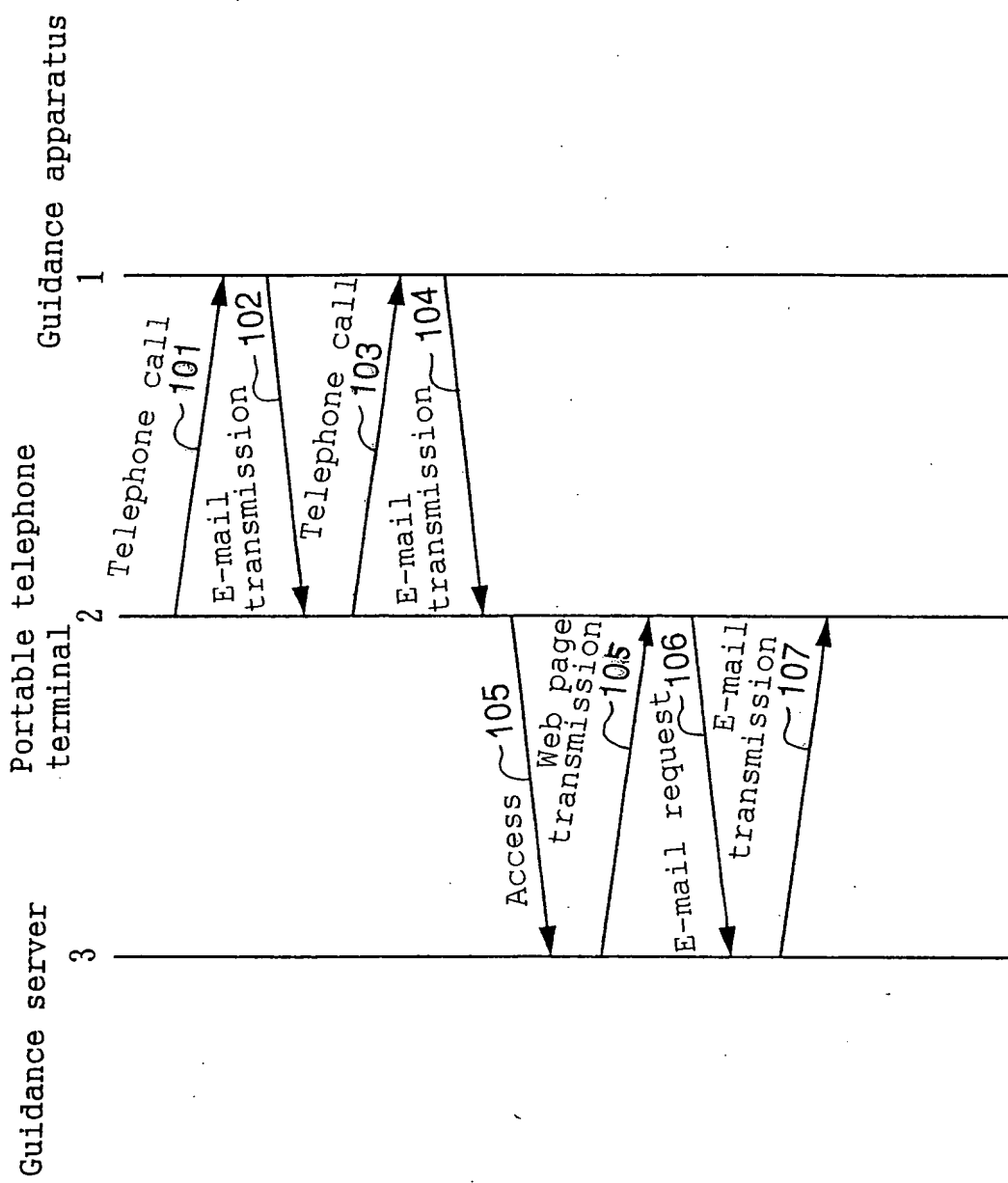


Fig. 16

Bargain sale information in the Umeda area in Osaka

Teenagers' wear

Shop ○△ Jeans 1,500 yen. 100 sets only.  
Various size available.

TEL 06-6543-1234

Shop ○□ T-shirt designed by ○□ 1,980 yen..  
Original item. 300 sets only.

TEL 06-6543-1235

⋮

⋮

[Document Name]      Abstract of Disclosure

[Abstract]

[Object]

Finding the URL of a Web page providing desired information is laborious and takes time. Further, when the URL of a Web page providing desired information is not known, the desired information cannot be obtained from the Internet Web pages via a portable telephone terminal.

[Solution]

The invention has: a portable telephone terminal 2 capable of being connected to the Internet 6; and a guidance apparatus 1 for distributing guidance information of an information providing site 3 to the portable telephone terminal 2. When the portable telephone terminal 2 makes a telephone call to a predetermined telephone number, the guidance apparatus 1 replies guidance information describing the address of the information providing site 3 to the portable telephone terminal 2 by e-mail. The replied e-mail is used by the portable telephone terminal 2 in order to access the information providing site 3.

[Selected drawing]      Figure 1